

# STEPHEN D. NORMAN

250 W. 105<sup>th</sup> St. 4F New York, NY 10025

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## WORK EXPERIENCE

### **CITIGROUP, INC.**

*New York, NY – Oct '10 to Present – Business Analyst*

A branch of Citi Markets & Banking, over \$0.8 trillion in assets

- Gather software enhancement requirements from users and compliance
- Developed an extensive business requirement document to guide technology development
- Created data flow diagrams to define regulatory document approval workflows

*New Castle, DE – July '09 to Oct '10 – Operations Analyst*

- Built operations management capacity planning database for a 400 employee unit
- Performed quality control and supervisory functions for a government program resulting in a 99.77% quality
- Personally managed business process automation initiative with \$177,000/yr expected cost save

### **AGENTS AND CORPORATION, INC**

*Wilmington, DE – Fall '08 – Marketing Intern*

A company of experienced attorneys and highly trained incorporation specialists

- Analyzed MIS reports and provided strategies for marketing campaign improvements including demographic targeting, keyword bid suggestions and content targeting
- Optimized paid and organic search campaign with a significant capital budget
- Founded and implemented a new client website using asp.net and html

### **BRAVE NEW MARKETS, INC**

*Owings Mills, MD – Summer '08 – Marketing Intern*

An award-winning, results-based marketing company

- Maintained, improved and expanded successful online advertising campaign
- Improved Google “pagerank” for company client from zero to 2 in less than two months
- Developed original content for client website
- Assisted with corporate identity establishment for company client
- Conducted competitive and industry analysis to better understand the target market and market the company more effectively

### **NORMAN MACHINE TOOL, LTD**

*Baltimore, MD – Summers: '06 & '07 E-commerce Manager*

A distributor of a large variety of machine tools, accessories, and shop-related equipment

- Founded and supported a successful EBay store which brought \$50,000+ in company revenue, and is still thriving
- Generated promotional/advertising exposure resulting in a 25% increased website activity
- Maintained and expanded company E-commerce website
- Developed a Microsoft Access database for company inventory

## SKILLS & QUALIFICATIONS

- **Attributes:** Self-motivated, Outgoing, Dedicated, Success driven, Quick learner, Team leader, Entrepreneurial Spirit
- **Software:** Proficient in MS Office Suite, MS Frontpage, MS Expressions, SPSS, Dreamweaver, Photoshop, MySQL Server
- **Programming Language:** Visual Basic, HTML, CSS, ASP.Net; Basic knowledge of SQL

## EDUCATION

- **University of Delaware** – *Bachelor of Science in Business Administration* – Major: Marketing; Minor: Management Information Systems – Dean’s List